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FY 2019 HIGHLIGHTS

The City of San Antonio's Small Business Office has implemented various programs and initiatives that assist all types of businesses, whether they are at the ideation, startup, or growth phase. These programs provide businesses access to City contracts, technical assistance, and access to capital. FY 2019 success across these programs is detailed within this report, with highlights featured on this page.



Small Business Office is proud to present another successful year in S/M/WBE utilization for FY 2019. This level of utilization represents the largest spend to date since the establishment of the SBEDA program in 1992, when a disparity study found that only 10% of City contract dollars were paid to local S/M/WBEs. The Small Business owners featured in each industry category share the overall impact to their business through participation on City contracts.

Supporting local Women-Owned Businesses is a primary goal of the City's Small Business programs. These businesses' representation in the local economic ecosystem is vital to the success of our community. The successful Women-Owned Businesses featured in this report serve as a platform to inspire the future generation of women entrepreneurs, and the City of San Antonio is here to support them.





Inaugurated in 2014, Launch SA, a program administered in partnership with LiftFund, celebrated its 5th anniversary. During its 5 years operating as an entrepreneurship and small business resource center, Launch SA has assisted over 35,000 entrepreneurs and small business owners, with impact data reporting over 1,000 jobs created and more than 850 participants across its specialty programs.

SMALL BUSINESS ECONOMIC DEVELOPMENT ADVOCACY (SBEDA) PROGRAM

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The Small Business Economic Development Advocacy (SBEDA) Program provides access to City contracts by promoting the participation of eligible local small, minority, and women-owned businesses (S/M/WBEs) to address disparity findings from the City-initiated study.

FI IGIBII ITY

01

BE CERTIFIED

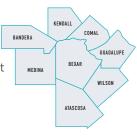
Businesses must be certified as a S/M/WBE through the SCTRCA.*
Apply online at: SCTRCA.org



02

BE LOCATED IN SAMSA

Businesses must be headquartered or demonstrate "significant business presence" within the San Antonio Metropolitan Statistical Area (SAMSA).



03

REGISTER IN CVR

Businesses ready, willing, and able to perform on City contracts must register in the SAePS,* which serves as the City's CVR.*



Learn more:

www.sanantonio.gov/purchasing/saeps.aspx

LEARN HOW TO DO BUSINESS WITH THE CITY AT VENDOR ORIENTATION

2020 VENDOR ORIENTATION EVENTS













FIRST-TIME PRIME CONTRACTORS

Alamo Forensic Services, LLC

ESBE,* SBE,* WBE *

Burkett Arbor Care, LLC

ESBE, SBE, WBE

Jose I. Guerra, Inc.

SBE, MBE,* HABE*

Law Offices of Serna & Serna ESBE. SBE. MBE. HABE

Lee Construction & Maintenance Company SBE, MBE, NABE *

Premier Comfort A/C & Heating, Inc. ESBE, SBE, WBE, MBE, HABE, DBE

RH Shackelford, Inc.

ESBE, SBE

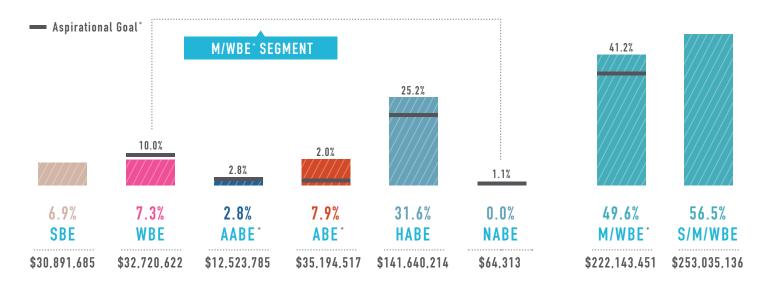
Seventh Generation Design, Inc.

ESBE, SBE, WBE



S/M/WBE UTILIZATION SUMMARY

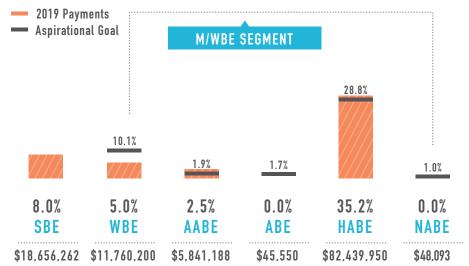
TOTAL | \$447,804,949

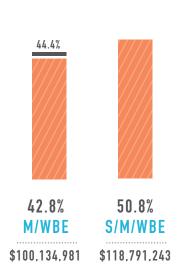


¹Businesses demonstrate significant business presence by maintaining an office within the SAMSA for at least one year, from which 20% of their total employees are regularly based.

^{*}Reference the Appendix on page 17 for the Acronym Guide & Definitions.







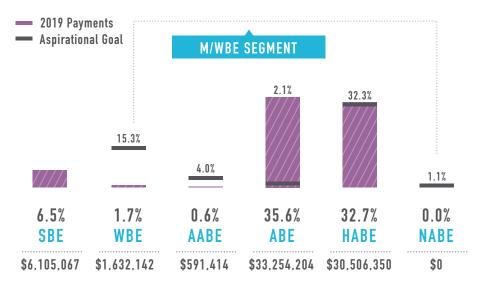


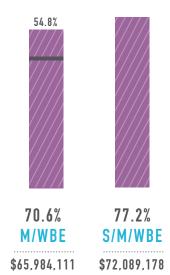
"Working with the City of San Antonio has been both rewarding and vital to the survival of JMI coupled with the support of LiftFund, which for us is a critical financial resource."

Jarvis Moore, Owner of Jarvis Moore, Inc.









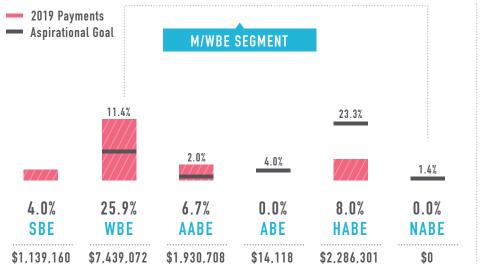


"Working with the City has been better than I anticipated. It has been a heartwarming experience to be part of beautifying our city and to see the investment back into the community that the City stands behind."

Amy Burkett, Owner of Burkett Arbor Care, LLC.









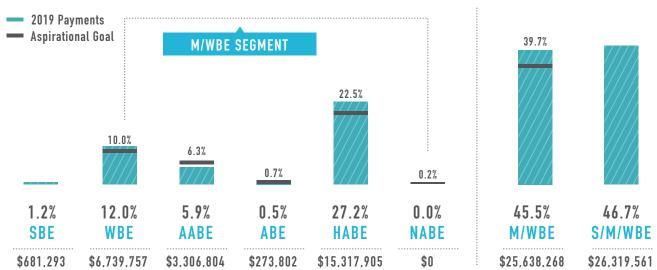


"Working with the City has allowed for the business to gain more experience with managing larger accounts. It has been a pleasure executing these events throughout the years."

Abby Cortez Martinez, Owner of Cortez Liquid Waste Services, Inc.









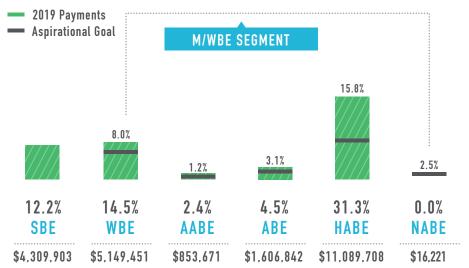
"I have nothing but positive things to say about working with the City. It has not only allowed me to provide and care for my family but also given me the opportunity to provide for my staff — many of whom have been working with me for over 13 years."

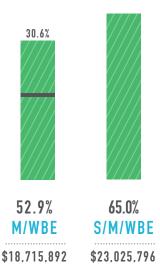
Henry Garcia, Owner of Champion Staffing



Photo credit: Champion Staffing









"Working with the City of San Antonio has made a substantial positive impact on my business for the past 30 years."

Beth Bender Wells, President of Bender Wells Clark Design





2019 City of San Antonio Small Business Advocacy Committee. Photo credit: Fred Gonzales, City of San Antonio

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The Small Business Advocacy Committee (SBAC) is an 11-member body representing individual City Council members and the mayor. The committee advises the mayor, City Council, and the city manager on business issues, goals, and related policies concerning S/M/WBEs that are ready, willing, and able to do business with the City, under the policies set forth in the SBEDA Ordinance. In addition, it makes recommendations concerning modifications of programs and procedures established in the SBEDA Ordinance.

DIVERSITY ACTION PLAN SUBCOMMITTEE

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Recently revised in 2018, City Council adopted the Five-Year Diversity Action Plan outlining various strategies and objectives that promote the equitable utilization of local small, minority, women, and veteran-owned businesses (S/M/W/VBEs) on City contracts in ways that are reflective of the San Antonio metro area. This plan addresses direct outreach, identification, certification, registration, solicitation planning, capacity-building programs, and access to capital to S/M/W/VBEs. In November 2019, the City released its first Annual Procurement Guide which is used as a tool for solicitation planning for the upcoming fiscal year.



WOMEN IN BUSINESS









oto credit: Courtney Harris





01

"Our overall mission is to improve the standards of women's health care. At the beginning we had nothing, we had no money. That was one of the ways the City and Launch SA really helped us; we started from zero."

Dr. Lauren Cornell & Dr. Bianca Cerqueira,
Owners of Novothelium
Participant in Launch SA Venture Challenge

02

"The classes and accelerator programs they provide taught me to be a better business owner both personally and professionally, as we are among peers who are similarly going through the successes, struggles, and growing pains of being a business owner."

Lika Toraline,

Owner of In The Weeds Natural Skin Care, LLC Participant in Launch SA 1 Million Cups

03

"I am so pleased that Launch SA and the Loan Buydown program are in place. Both have been instrumental to my business."

Tracie Shelton, Owner of Alamo Kitchens
Participant in the Loan Interest Buydown Program

04

"We are so grateful for the COSA putting in place not only the Mentor Protégé Program but so many other avenues to help small, women, and minority-owned businesses to be able to serve the COSA with their goods and services."

Zarinah & Salim Rashad,
Owners of Affordable Window Washing Services
Participant in the Mentor Protégé Program

MENTOR PROTÉGÉ PROGRAM



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The Mentor Protégé Program, administered in partnership with Alamo Colleges, has two phases which focus on building the capacity of local S/M/WBEs. In Phase I, small business owners have the opportunity to receive business education taught by experienced practitioners. In Phase II, Protégés are matched with Mentors who will provide hands-on industry knowledge and maintain a working relationship with them for two years.



"That's really what the City of San Antonio did, and through the Mentor Protégé Program, they showed me the path to take to get to where I wanted to be."

Jeffery L. Bass, Owner of J.L. Bass Construction



FY 2019

- 9 S/M/WBE Graduates
- 89% are M/WBEs

PROGRAM IMPACT

- 71 graduates since 2012
- 200 jobs created²
- 86% annual revenue increase²
- Active participants in the program
 - 54 small business owners
 - 63% minority business owners
 - 37% women business owners
 - 28 Mentor-Protégé pairings

² The numbers are taken from exit surveys which are self-reported by participating businesses that have finished Phase II from 2014 to 2019.



2019 Graduating Class & Mentor

LAUNCH SA



Through a partnership with LiftFund, Launch SA provides a space where those with an idea or full-fledged business can access specialty programming, workshops, tailored support, and resources.



"San Antonio has passionate people who will mentor you, connect you, and give you opportunities to grow your business. Take advantage of these people and local programs. You don't have to do it alone."

Julia Bates, Owner of mello{be}

 $mello\{be\}$

5-YEAR ANNIVERSARY IMPACT REPORT





+14K



+11.3K



+3.6K



+850 program participants



+4K
on-site mentor consultations



SPECIALTY PROGRAMS OFFERED













MENTOR ROUNDTABLES

Learn more: www.launchsa.org

Or contact: 210.598.6623 | team@launchsa.org

LOAN INTEREST BUYDOWN PROGRAM



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The Loan Interest Buydown Program, administered in partnership with LiftFund, provides 0% interest loans for qualifying local S/M/WBEs. Loans range from \$500 to \$100,000 and can be used to help startups or existing firms grow their business in a variety of ways, such as by renovating their business location or buying office equipment.



"We all need support and we all need to feel like we are not alone...they're ready to help."

Joe Saenz, Owner of Swine House



PROGRAM IMPACT

- 112 loans disbursed
- \$2,462,011 total loan amount
- \$765,000 City buydown amount
- 283 jobs created
- 347 jobs retained



IN FY 2019

Assisted 30 businesses with a total of

\$705,116



55%

african american
20%

WOMEN-OWNED
44%

Learn more: www.liftfund.com
Or contact: 888.215.2373

SMALL BUSINESS DEVELOPMENT FEE WAIVER PROGRAM

The Small Business Development Fee Waiver Program offsets City license and permit fees as well as SAWS* sewer and water impact fees of up to \$25,000 for local S/M/WBEs, depending on their eligibility.



"No one plans on having to deal with a fire, much less having to do so 45 days after purchasing a business. Given all of the unplanned expenses we were suddenly incurring, the city's fee waiver program was a welcome surprise."

Richard Peacock, Jr., Owner of Chris Madrid's



ELIGIBILITY REQUIREMENTS



01

Are you a small, minority, women, or veteran-owned business?



02

Has your business been operating for at least 2 years?



03

Are you making improvements to an existing business location or building a new one?



04

Is your small business located within the City of San Antonio limits?

PROGRAM IMPACT

- Total 10 SMWBEs approved
 - 20% non-minority business owners
 - 60% minority business owners
 - 40% women business owners
- Expected investment & job creation
 - \$5 million and 105 jobs
- 70% of businesses located in Inclusive
 Growth Policy area
- 48 individual business consultations

Learn more:

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ACRONYM GUIDE & DEFINITIONS

Aspirational Goal Utilization benchmark based on the availability of firms

AABE African American Business Enterprise

ABE Asian American Business Enterprise

COSA City of San Antonio

CVR City's Vendor Registry

DAP Diversity Action Plan

ESBE Emerging Small Business Enterprise

HABE Hispanic American Business Enterprise

MBE Minority Business Enterprise

M/WBE Minority and/or Women Business Enterprise

NABE Native American Business Enterprise

SAePS San Antonio Electronic Procurement System

SAMSA San Antonio Metropolitan Statistical Area

SBAC Small Business Advocacy Committee

SBE Small Business Enterprise (that is not also certified as M/WBE)

SBEDA Small Business Economic Development Advocacy Program

SCTRCA South Central Texas Regional Certification Agency

Segmented Aspirational Goals

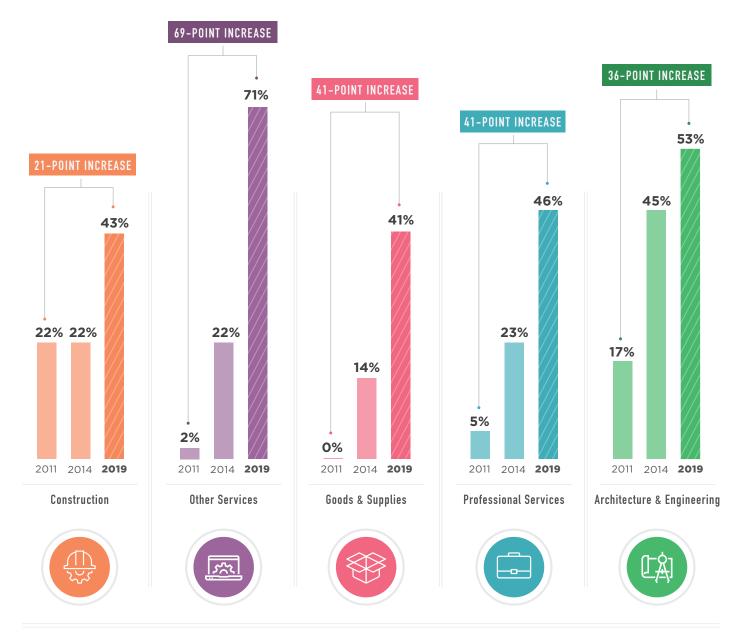
Utilization benchmark for specific ethnic and gender groups based on the availability of firms

S/M/WBE Small, Minority, and/or Women Business Enterprise

WBE Women Business Enterprise (that is not also certified as MBE)

SBEDA M/WBE UTILIZATION PROGRESS

2011 - SBEDA Ordinance Revisions | 2014 - SBEDA Race-Conscious Application

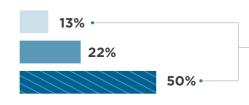




2011

2014

2019



37-POINT INCREASE

TOTAL

\$21.797.560

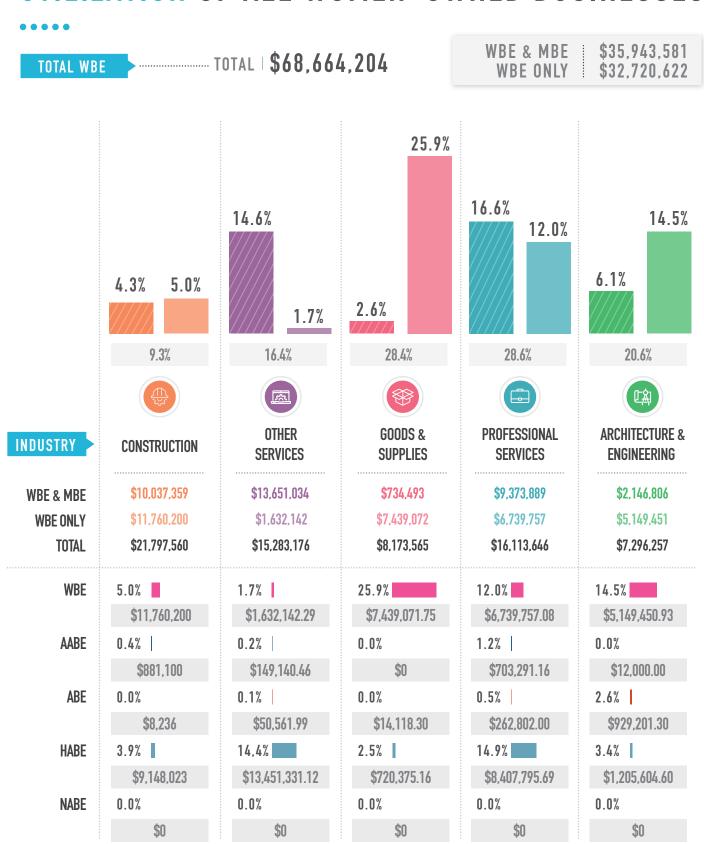
\$15.283.176

\$8.173.565

\$16,113,646

\$7.296.257

UTILIZATION OF ALL WOMEN-OWNED BUSINESSES

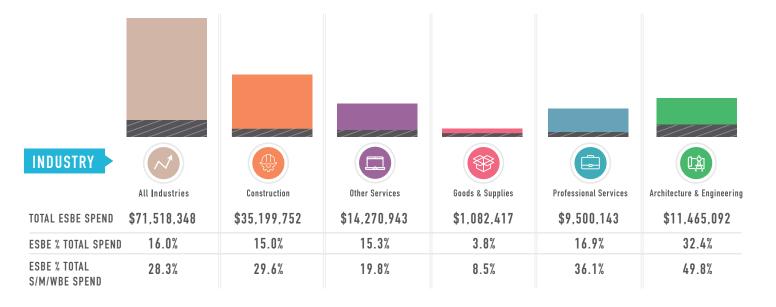


S/M/WBE UTILIZATION SUMMARY BY INDUSTRY



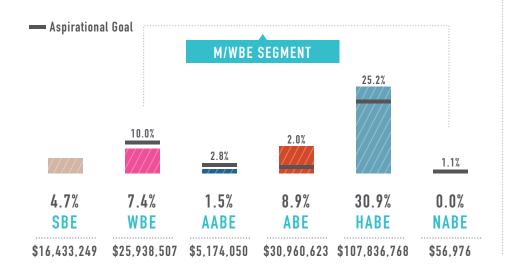
EMERGING SMALL BUSINESS UTILIZATION

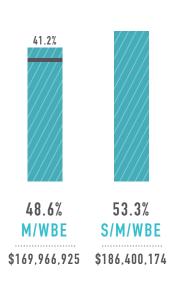
2019 ESBE Payments

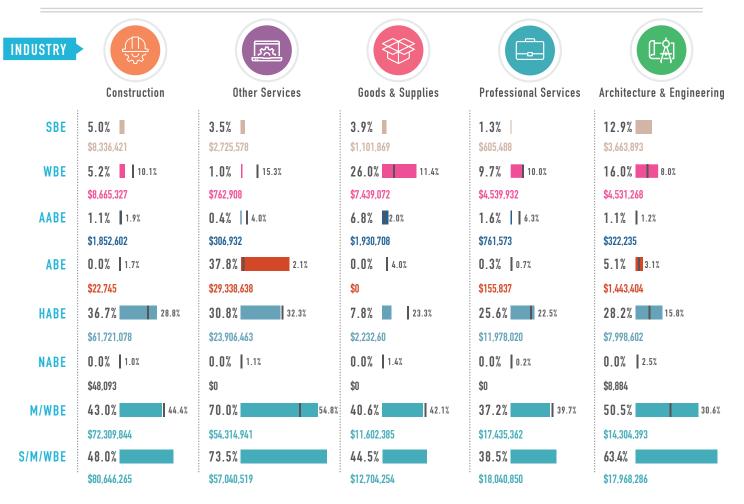


PRIME CONTRACTOR UTILIZATION SUMMARY

TOTAL | \$349.430.204

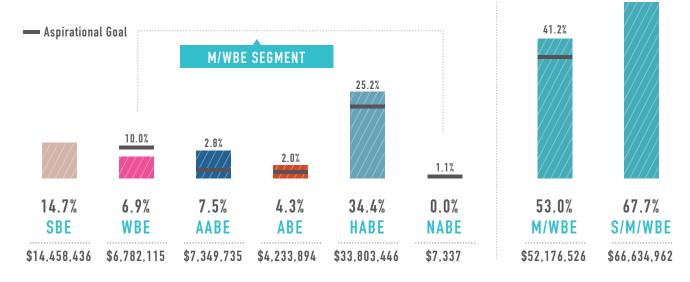






SUBCONTRACTOR UTILIZATION SUMMARY

TOTAL | \$98.374.745







CITY OF SAN ANTONIO SMALL BUSINESS OFFICE

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100 W. Houston Street • Frost Bank Tower, Ste. 1900 • San Antonio, TX 78205 • 210.207.8080 sbedainfo@sanantonio.gov • sanantonio.gov/sbo

